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ABSTRACT

With the realization that microcomputers provide an extraordinary value to the organization follows the need to address a variety of issues in order to more effectively manage these resources. Each of the 14 chapters, consisting of papers written by different authors, represents a different perspective existing in organizations with respect to the microcomputer resource. The chapters are organized into six categories: (1) microcomputer technology as a strategic resource; (2) managing microcomputer technology; (3) microcomputer technology and end users; (4) artificial intelligence and microcomputer technology; (5) microcomputer security and protection; and (6) microcomputer education and training. The titles include: "Managing the Use of Microcomputers as a Strategic Tool" (Larry Oliva and others); "Mapping the Corporate Microcomputer Strategy" (Lawrence Oliva); "A Methodology for Microcomputer Planning and Development" (Darold Klauk); "Critical Success Factors in the Integration of Microcomputer Technology into Expanding Organizations: Five Case Studies" (Elia Chepaitis); "Managing the Introduction of Information Systems Technology: The Case of Desktop Publishing as an Organization-Wide Resource" (Wallace A. Wood; Robert P. Behling); "Supporting End-User Application Development with the Information Transformation-Analysis-Management Model" (Karen Nantz); "A Framework for Addressing End-User Training Needs" Jane M. Mackay; Charles W. Lamb, Jr.); "An Architecture to Manage Artificial Intelligence Systems in a Microcomputer Environment" (Leopoldo Gemoets); "Software Selection: A Knowledge-Based System Approach" (D. G. Dologite); "Managing Microcomputer Security" (Kai S. Koong; H. Roland Weistroffer); "The Changing Environment of Software Copyright: The Case of Apple Computer v. Microsoft Corp." (Cherie S. Werbel; Phillip Werbel); "Disaster Preparedness for Microcomputer-Based CCBIS" (H. V. Ramakrishna; B. S. Vijayaraman); "Computers In Education and Training" (Henry W. Collier; Carl B. McGowan); and "Microcomputer Education: Are Institutions of Higher Learning Providing Effective Microcomputer Training to Future Business Leaders?" (John Lanasa). (MAS)